LISTING OF THE CLAIMS

Please consider the claims as follows:

1-60. (Cancelled)

61.   (Currently Amended) A system, comprising:

a processor located remotely from a viewer's set top terminal at an operations center for generating a plurality of group assignment rules based on viewing information;

a switching engine for receiving said plurality of group assignment rules, wherein said plurality of group assignment rules associate a plurality of set top terminals to a group based on a target category and a switching plan and for switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the plurality of group assignment rules;

a group assignment rules processor engine for managing the plurality of group assignment rules by allowing a viewer to review which group [[a]] the viewer's set top terminal is assigned to by said processor according to a respective group assignment rule of said plurality of group assignment rules and by processing any input from the viewer to locally modify or override any of the remotely assigned group assignment rules associated with the viewer's set top terminal; and

a data collection engine for collecting information including advertisements watched data and any changes to the plurality of group assignment rules for use in future advertising targeting.

62.   (Previously presented) The system of claim 61, further comprising:

a memory for storing the plurality of group assignment rules and the advertisements;

63.   (Previously presented) The system of claim 61, wherein the data collection engine includes an automatic data collection module and a manual data collection module.

64.   (Currently Amended) A method, comprising:
      creating a plurality of group assignment rules based on viewing information via a processor located remotely from a viewer's set top terminal at an operations center;
      receiving said plurality of group assignment rules, wherein said plurality of group assignment rules associate a plurality of set top terminals to a group based on a target category and a switching plan;
      switching at least one program channel to at least one feeder channel according to the switching plan, the feeder channel being an ancillary channel for providing a plurality of advertisements based on a group assignment in the plurality of group assignment rules;
      managing the group assignment rules by allowing a viewer to review which group [[a]] the viewer's set top terminal is assigned to by said processor according to a respective group assignment rule of said plurality of group assignment rules and by processing any input from the viewer to locally modify or override any of the remotely assigned group assignment rules associated with the viewer's set top terminal; and
      collecting information including advertisements watched data and any changes to the plurality of group assignment rules for use in future advertising targeting.

65.   (Previously presented) The method of claim 63, further comprising:
      storing the plurality of group assignment rules and the advertisements.